

# **Bioactive Ingredients Market Size, Share & Trends Analysis Report By Product (Vitamin, Fiber), By Application (Functional Food & Beverages, Dietary Supplements), By Region (APAC, North America), And Segment Forecasts, 2023 - 2030**

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## **Abstracts**

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### **Bioactive Ingredients Market Growth & Trends**

The global bioactive ingredients market size is expected to reach USD 317.90 billion by 2030, registering a CAGR of 7.9% over the forecast period, as per the new report by Grand View Research, Inc. The growth is majorly driven by the increasing demand for functional food and beverages owing to increasing awareness among people regarding healthy living. Furthermore, the increasing use of beauty care products owing to rising disposable income and improving the standard of living is fueling the product demand. Bioactive ingredients are a set of essential substances produced by natural sources, such as plants and animals, as they are not synthesized by the human body. There are two types of ingredients, namely, essential and non-essential.

The unconsumed parts of fruits and vegetables contain essential nutrients, which are extracted and further used by food and pharmaceutical manufacturers for the production of functional foods and medicines. The industry offers growth opportunities to manufacturers owing to increasing product usage in dietary supplements. Moreover, the product is extensively used in the development of personal care products, such as shampoos, soaps, and moisturizers. Bioactive ingredients, such as carotenoids, flavonoids, and polyphenols, protect the skin from negative environmental effects, such as pollution. These ingredients also act as antiaging, anti-wrinkling, and whitening

agents, as well as offer UV protection.

Asia Pacific is expected to drive the product demand in food products owing to the rising consumer disposable income, rapid globalization, and changing lifestyle in the region. Moreover, growing awareness among consumers in countries, such as China, India, Indonesia, Malaysia, and Japan, about the product benefits will spur its demand in the food & beverages sector. During the pandemic, functional food & beverage manufacturers reported colossal demand for food products that contain natural content. Consumers adopted healthy foods that provide extra nutritional benefits to strengthen immunity due to the rising COVID-19 cases. Thus, F&B manufacturers shifted their focus to the production of functional foods & beverages. This, In turn, augmented the product demand.

### Bioactive Ingredients Market Report Highlights

The omega 3 PUFA segment is estimated to have the fastest CAGR from 2023 to 2030 owing to their high vitamin, protein, and mineral content and application in the treatment of diseases, such as cancer, asthma, and depression

The omega-3 fatty acids help lower the risk of abnormal heartbeats or arrhythmias. Furthermore, it helps lower triglyceride levels & blood pressure and slow atherosclerotic plaque growth

The dietary supplements application segment will witness the highest growth rate from 2023 to 2030 due to the increasing awareness regarding the benefits of dietary supplements

Asia Pacific is expected to witness the fastest CAGR over the forecast period due to the growing aging population and high demand for functional foods & drinks and dietary supplements

The market is highly competitive due to the presence of a large number of manufacturing companies

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